

MINUTES  
**MONROE DDA DEVELOPMENT COMMITTEE**  
REGULAR MEETING  
**WEDNESDAY, JANUARY 7, 2015**  
CITY HALL, 120 E. FIRST STREET  
2<sup>ND</sup> FLOOR CONFERNECE ROOM

**1. Roll Call**

The meeting was called to order by Jim Jacobs at 7:55 AM

Committee Members Present: Jim Jacobs, Thomas Stewart

Staff Present: Paula Stanifer, Dan Swallow

***NOTE: Non-Quorum Meeting***

**2. Unfinished Business**

**a. Snow Removal**

i. Review of contract provisions

Dan Swallow reported that the curb-line snow removal contract was awarded to Ron Noel Landscaping, LLC. The ordinance enforcement shoveling was not awarded to the contractor, because the Department of Public Services staff believes they can complete the ordinance shoveling within the timeframes outlined in the City ordinance. There was discussion regarding the earliest time enforcement shoveling could be completed. It was agreed that while the ordinance language is somewhat confusing, the City had to wait at least 48-hours after 8:00 AM following a snowfall in order to begin the snow removal. This equates to approximately 3-days from an event. The Committee requested that the ordinance language be changed to provide for faster response in commercial (Exp. Central Business District) areas. Mr. Swallow will confirm with the City Attorney to verify that different property classes (i.e. commercial vs. residential) can be called out differently in the ordinance.

Mr. Swallow also reported that DPS will consult with DDA staff (Paula Stanifer) before authorizing the contractor (Noel) to proceed with the curb-line snow removal. However, the final call will be made by the DPS supervisor, ideally after the property owners have had the opportunity to shovel, and after DPS has completed the ordinance enforcement snow removal.

**b. MBAT**

i. Collaboration with SBDC, MCCC, MCBDC

The Committee agreed that rather than holding separate workshops, that the DDA should collaborate with the Small Business Development Center (SBDC) in developing and promoting their "How to Start a Business" series; which covers some of the same topics planned for the MBAT.

ii. Marketing of SBDC Workshops

Paula Stanifer reported that she has been distributing the SBDC workshop flyers at the DDA office and via the DDA Facebook page. She has also been mentioning the workshops to individuals that contact the DDA for more information. The Committee members agreed to help promote the SBDC workshops via social media outlets and in their interactions with other small business owners. A flyer for the next workshop ( ) was distributed.

iii. Scholarships for DDA Businesses

Dan Swallow suggested that since there is a \$30 cost for most of the SBDC workshops, which could be a deterrent for attendance by some of the DDA business owners, that the Committee should consider covering the cost for DDA members. The Committee agreed to pay for up to 5 individuals that own a Downtown business to attend each of these workshops, out of the Committee's current budget. They should contact the DDA Office (Paula) to verify they are eligible and Ms. Stanifer and/or Mr. Swallow will forward their names to the SBDC representative. Mr. Swallow will also contact the SBDC representative (Norma LaValee) to verify how the billing will work for this proposal.

**c. Block Captain Assignments**

i. Distribution of Welcome Packets

The Committee members present reported that they had been to at least ½ of their assigned addresses. Paula Stanifer reported that she is aware that Scott Goucher has covered S. Monroe Street. It appears that the property owners on N. Monroe Street have not been covered. Ms. Stanifer will verify who was assigned to N. Monroe Street and encourage them to get out with the information packets.

ii. Other Duties

Ms. Stanifer reminded the Committee members to collect the contact information when they are out distributing the packets. There are a number of gaps in the current contact list she has for downtown businesses, and she wants to improve communications, particularly via e-mail. Ms. Stanifer showed the Committee members the updated parking information flyer, which she suggested would be the next piece of information that could be distributed by the Block Captains. The goal is to visit the downtown businesses quarterly and provide some informational piece like the new parking flyer.

**3. New Business**

**a. Parking Enforcement**

i. Correspondence to Downtown Parking Lot Users RE: Maintenance Costs

1. Saint Mary Catholic Central

Dan Swallow reported that he sent a letter to Saint Mary Catholic Central regarding their willingness to assist the City in maintenance of the St. Mary's parking lot. The letter just went out last week and there has been no response to date.

2. Others?

Paula Stanifer suggested that a separate letter be sent to St. Mary's Church because they are a separate entity and utilize this lot frequently.

ii. New Enforcement Personnel

1. Recommendations for changes in procedures, hours, etc.

Mr. Swallow noted that Ms. Malinger has retired as the City's parking enforcement personnel, and that the Public Safety Department is in the process of hiring her replacement. One of the cadets that worked under Ms. Malinger has applied for the job and is the leading candidate at this time. The Committee noted that while it appears there is later (i.e. after 4:00 PM) enforcement, enforcement in general has been lacking over the past month and that it appears the new person is not as aggressive in issuing violations. Mr. Swallow agreed to contact the Public Safety supervisor to relay these concerns.

**b. North Monroe Street- Streetscape Project**

i. Local Match Funding

Dan Swallow reported that the City has secured a grant from the Michigan Department of Transportation (MDOT) in the amount of \$299,400. The project would replace the sidewalks and extend the landscaping and decorative street lighting on N. Monroe Street, between E. Elm Avenue and Willow Street. As part of the grant, the City must secure a local match of at least 20% or \$57,400. The City Council has asked that due to the fact this project has a direct benefit to the DDA District and falls within the identified goals and objectives of the DDA Board, that the DDA fund this local match. The City is contributing approximately \$18,000 toward the required design and project administration work on the project.

Jim Jacobs asked that the Committee consider both this item and item c., PlacePlans Alleyscape project together because they both involve funding requests to the DDA. The Committee agreed the DDA should be involved in funding a significant portion of the local match for these projects. Because of current obligations (exp. bond payments) and the desire to have available funds future projects, that the Committee felt the City should also increase their contributions to these projects. Considering the N. Monroe Streetscape is a confirmed project that has a high likelihood of moving forward, the Committee felt that project was a priority.

**The Committee recommended that the DDA cover the local match for the N. Monroe Streetscape project in the amount of \$57,400; with the understanding that the City will provide the local match for the PlacePlans Alleyscape project.**

ii. Selection of Design Consultant

Mr. Swallow reported that the City has proceeded with issuing a Request for Proposals for the design consultant on this project to ensure we can meet the grant timeline.

iii. Design Input from DDA

Mr. Swallow suggested that the Development Committee and the Design Committee should be involved in providing input to the designer, assuming this project moves forward.

**c. Place Plans- Alleyscape Project (Alley Between S. Monroe Street & Cass Street)**

i. Local Match Funding

Dan Swallow stated that he would report back to City Council on the Committee's recommendation and the Board's final decision.

ii. Project Management Team

Paula Stanifer agreed she will work with this Committee and the Design Committee to provide input on the design.

4. Adjournment

The meeting adjourned at approximately 9:50 AM